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*To help you become more expert
in the complex methods and
procedures of modern business
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*To prepare you for the exciting
challenges and opportunities
now being generated by the "computer
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Modern business is becoming more and more dependent upon the development of *total* information networks as a basis for efficient operations.

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By reporting on both the financial and non-financial aspects of business planning, systems and controls, MANAGEMENT SERVICES will help you provide management with the kind of integrated information it needs in order to make profitable decisions.



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Every accountant in public practice, government or industry; every management consultant; and every executive who is engaged in information analysis and the decision-making process will benefit from MANAGEMENT SERVICES.

This is true not only if you are currently engaged in such activities but also if you want to prepare yourself for future responsibilities which are inevitable in the present "computer revolution."

MANAGEMENT SERVICES *will keep you abreast of new developments in systems design, business information, and control techniques by presenting new and original thinking as well as the practical experiences of experts in public accounting, industry, government and the academic world.*



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MANAGEMENT SERVICES

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A Word About a New Magazine of
Planning, Systems and Controls

- and -

An Opportunity for You to Examine it at
First Hand - With No Obligation on Your Part!

Dear Sir:

Your interest and stake in new developments and techniques of modern business planning, systems and controls -- particularly those that are being generated by the "computer revolution" -- can be served in a unique and very practical way by Management Services.

To let you see this for yourself, we would like to send you the current issue of Management Services.

If you agree that the magazine can make a valuable contribution to your work -- both now and in the future -- you will authorize us to send it to you regularly. Otherwise, we will stop right there and thank you for this chance to prove our point.

There is little doubt that you can profit from Management Services. All you need do is consider the exciting advances that are being made in the development of fully-integrated information systems as a basis for successful business management . . and the key role you are playing (or should be playing) in that development.

It is becoming more and more evident that if you are to continue to serve top management as effectively as possible, it will not be enough simply to measure and communicate data in the traditional ways and expect to come up with the facts, figures and recommendations that will lead to the best possible business decisions.

Today's professional accountant, business executive or management expert -- to successfully meet the challenges of modern business -- should have a specialized knowledge of planning, systems and controls and also be familiar with the new and highly sophisticated approaches that are now possible through computer technology. This is equally true whether you

(over, please)

are serving management as an independent adviser or as a member of management's own team.

Management Services will help you gain this knowledge and competence.

Please understand that Management Services is not a magazine for the beginner. It is designed for readers who are generally familiar with the basics of EDP, systems design, and control techniques. (We have tried to be selective in our distribution of this announcement so we are reasonably confident that you qualify in this respect.)

Every two months, Management Services will bring you a selection of articles in specialized areas of management systems and procedures . . . new and original thinking as well as the practical experiences of leading management services specialists from the fields of public accounting, government and industry.

At the same time, because no one can expect to be expert in all aspects of this dynamic field, the magazine will also cover, in a more basic way, important subjects in which you may need to expand your knowledge and competence.

On the strength of this expert coverage of such vitally important subject matter, it stands to reason that every accountant, every management consultant, and every executive who must provide management with the best possible information and tools for decision-making and operations controls can benefit from this important new publication.

Nevertheless, we do not expect you to order Management Services without first seeing it. We urge you, therefore, to let us send you the current issue. We will also enter your subscription with the clear understanding that you may cancel if you find the magazine does not fill an important need in your business and professional life.

If you like what you see, you will have an opportunity to continue receiving Management Services regularly. Otherwise, you will owe us nothing.

Please initial and return the enclosed form soon. It's a simple enough step which is certain to contribute in a major way to your business and professional success.

Sincerely,



Mitchell Gresser
Circulation Manager

MG:syb

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